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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/923,645	08/07/2001	Henry E. Argasinski	9685-000001	1142
27572	7590	05/06/2005	EXAMINER	
HARNESS, DICKEY & PIERCE, P.L.C. P.O. BOX 828 BLOOMFIELD HILLS, MI 48303			BARQADLE, YASIN M	
		ART UNIT	PAPER NUMBER	
		2153		

DATE MAILED: 05/06/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

<b>Office Action Summary</b>	Application No.	Applicant(s)
	09/923,645	ARGASINSKI, HENRY E.
	Examiner Yasin M. Barqadle	Art Unit 2153

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --  
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

#### Status

1) Responsive to communication(s) filed on 24 January 2005.  
 2a) This action is FINAL.                            2b) This action is non-final.  
 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

#### Disposition of Claims

4) Claim(s) 1-17 is/are pending in the application.  
 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.  
 5) Claim(s) \_\_\_\_\_ is/are allowed.  
 6) Claim(s) 1-17 is/are rejected.  
 7) Claim(s) \_\_\_\_\_ is/are objected to.  
 8) Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

#### Application Papers

9) The specification is objected to by the Examiner.  
 10) The drawing(s) filed on \_\_\_\_\_ is/are: a) accepted or b) objected to by the Examiner.  
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).  
 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

#### Priority under 35 U.S.C. § 119

12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).  
 a) All    b) Some \* c) None of:  
 1. Certified copies of the priority documents have been received.  
 2. Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.  
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

#### Attachment(s)

1) <input type="checkbox"/> Notice of References Cited (PTO-892)	4) <input type="checkbox"/> Interview Summary (PTO-413)
2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)	Paper No(s)/Mail Date. _____
3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08) Paper No(s)/Mail Date _____	5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152)
	6) <input type="checkbox"/> Other: _____

***Response to Amendment***

The Declaration filed on January 24, 2005 under 37 CFR 1.131 has been considered but is ineffective to overcome the Ferreira reference (US.S Pat. PUB. No. 2001/0034661). Because the effective date of Ferreira is February 14, 2000 according to the provisional application No. 60/182282.

- Claims 1-17 are presented for examination.
- New claims 9-17 have been added.

***Claim Rejections - 35 USC § 102***

The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless -

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

As per claim 1, Ferreira teaches a method of providing retailer information to a remote customer (abstract), comprising the steps of:

providing an Internet site (site 113, fig.3) hosted by at least one computer server (server 114, fig. 3) in communication with a remote customer computer (user 122, fig. 2/ remote site 119/fig. 3) through a computer network (network 120 and ¶50);

communicating with said at least one computer server through said Internet site [users 122 access data server 114 through network 120 ¶50];

transposing an actual image of a retail environment as a navigable image within said Internet site [user-navigable digitized image of actual location is provided to a user ¶14-15, see fig. 4];

providing functions to navigate said navigable image within said Internet site [user-navigable digitized image of actual location is provided to a user ¶14-15, fig. 4]; and

providing customer selectable links within said navigable image for providing detailed information of a particular retailer of said retail environment [selected links provide more information on the item of interest ¶15-16].

As per claim 2, Ferreira teaches the method of claim 1, further comprising the steps of:

transposing an actual image of a interior of said particular retailer as an alternative navigable image within said internet site [user-navigable digitized image of actual location is provided to a user ¶14-15 and ¶56-58, see fig. 4]; and providing customer selectable links within said alternative navigable image for providing detailed information of a particular retailer [¶14-15 and ¶56-58, see fig. 4].

As per claim 3, Ferreira teaches the method of claim 1, further comprising the steps of:

providing retailer information to a remote customer of claim navigable image for providing detailed information of particular goods of a particular retailer [¶56-58, see fig. 4].

As per claim 4, Ferreira teaches the method of claim 1, further comprising the steps of:

providing customer selectable links within said alternative navigable image for providing detailed information of particular goods of a particular retailer [¶56-57, see fig. 4].

As per claim 5, Ferreira teaches the method of claim 1, further comprising the steps of:

wherein said retail environment is a downtown area of a community [¶56-58, see fig. 4].

As per claim 6, Ferreira teaches the method of claim 1, further comprising the steps of:

wherein said retail environment is a shopping center [¶56-58, see fig. 4].

As per claim 7, Ferreira teaches the method of claim 1, further comprising the steps of:

wherein said retail environment is a strip mall [¶56-58, see fig. 4].

As per claim 8, Ferreira teaches the method of claim 1, further comprising the steps of:

providing purchasing interface whereby the remote customer may arrange for remote purchase of one of goods and services [¶45 and ¶56].

As per claim 9, Ferreira teaches the method of claim 1, wherein said transposing an actual image includes providing a

customer perspective and said providing function to navigate includes allowing a customer to virtually walk through said retail environment (see fig. 4-5 and 16 ¶093 and 101].

As per claim 10 and 14, Ferreira teaches the invention, comprising:

Scrolling lineal images as a navigable image within an internet site (fig. 4,6-7 and ¶0068-0069 and ¶0071-0072); and communicating between a remote computer and said internet site to navigate said navigable image and select links within said navigable image (users 122 access data server 114 through network 120 ¶50. See fig. 2 and ¶0071-0072).

As per claim 11 and 15, Ferreira teaches the invention, where said scrolling lineal images includes transposing an actual image [user-navigable digitized image of actual location is provided to a user ¶14-15, see fig. 4].

As per claim 12-13 and 16-17, Ferreira teaches the invention, wherein said links provide detail information for goods, services or a business including purchase for goods or services [¶45 and ¶56].

**Conclusion**

1. **ACTION IS MADE FINAL.** See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

The prior made of record and not relied upon is considered pertinent to applicant's disclosure.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Yasin Barqadle whose telephone number is 571-272-3947. The examiner can normally be reached on 9:00 AM to 5:30 PM.

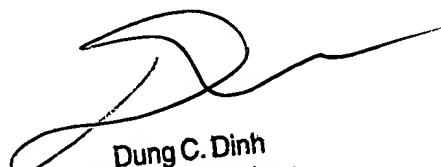
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If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Glenn Burgess can be reached on 571-272-3949. The fax phone numbers for the organization where this application or proceeding is assigned are 703-872-9306 for regular communications and 703-746-7238 for After Final communications.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist whose telephone number is 703-305-3900.

Yasin Barqadle

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Dung C. Dinh  
Primary Examiner